HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	BLACK & DECKER			
1	8124 Shrub/hedge trim deluxe	577	37.51	21,643.27
2	8115 Hedge trimmer 13"	584	29.01	16,941.84
3	9330 Dustbuster	540	30.35	16,389.00
4	7127 3/8 Drill var speed rev	536	24.71	13,244.56
5	7308 7¼ Circular saw	329	33.07	10,880.03
6	8201 Line trimmer 7" util	362	18.01	6,519.62
7	7600 Router 5/8 HP ball bearing	183	33.36	6,104.88
8	7190 3/8 Drill v/s rev lock	162	34.41	5,574.42
9	8204 Line trimmer, 9"	179	27.22	4,872.38
10	7404 Sander dbl/ins	199	24.42	4,859.58
11	8251 Cuttr 10" command feed	91	52.91	4,814.81
12	7504 Jig saw dble/insul	309	15.46	4,777.14
13	7104 3/8 Drill dble/insul	263	18.01	4,736.63
14	7004 ¼ Drill dble/insul	300	13.88	4,164.00
15	7580 Jig saw variable speed	132	24.91	3,948.12
16	8288 Grass shear cordless	124	25.13	3,116.12
17	79-025 Hobbycrafter Workmate	130	23.76	3,088.80
18	79-009 Workmate 27" dual ht	31	85.25	2,642.75
19	7530 Jig saw 2 speed	111	21.93	2,434.23
20	7254 ½ Var speed rev drill	47	49.66	2,334.02
21	79-020 Bench top Workmate	57	39.72	2,264.04
22	7901 5" Bench grinder	58	38.96	2,259.68
23	71-010 10-pc Drill bit set	285	7.90	2,251.50
24	71-013 13-pc h/s Drill set	187	10.52	1,967.24
25	79-003 Workmate single htg	36	53.13	1,912.68
26	7390 7¼ deluxe Circ saw	37	46.55	1,722.35
27	7962 Random orbital polisher	30	44.26	1,327.80
28	730300 7¼ Circ saw bld 3 pak	161	7.70	1,239.70
29	70-404 1/8 h/s Drill bit 2/pk	673	1.30	874.90
30	71-015 Dial-a-drill 1/16-1	83	10.32	856.56
31	82-101 Repl spool-line 8201	415	1.72	713.80
32	70-436 ½ h/s drill—¼ shank	135	4.83	652.05
33	7480 Sander-orbital ¼ sheet	13	48.17	626.21
34	75-610 Jig saw blds 5 pak assorted	298	2.05	610.90
35	75-262 2/U1362 Jig saw blades	450	1.31	589.50

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	PAINT SUNDRIES			
1	40011 WD-40 Rust preventative, 9 oz	8,388	2.00	16,776.00
2	0910 Perm-E-Lastic spackling comp	6,552	1.14	7,469.28
3	40015 WD-40 Multiuse lubricant, 12 oz	2,232	2.47	5,513.04
4	LN601S Macco liquid nail adhesive	3,912	1.38	5,398.56
5	101B Viking caulking gun	3,108	1.58	4,910.64
6	FS145 Clear Macco Fix-n-seal, 11 oz	1,560	3.13	4,882.80
7	FS145 White Macco Fix-n-seal, 11 oz	1,416	3.13	4,432.08
8	1304S/G104-AO-73 EX 4 pc brush set	2,341	1.84	4,307.44
9	200 BX Crazy glue, 0.07 fl oz	3,930	1.09	4,283.70
10	938-TAP-90 EZ 3 pc paint set	1,573	2.60	4,089.80
11	Shur-caulk Penco wht caulk compound	5,400	0.57	3,078.00
12	E701 Borden Carpenter Wd glue, 8 oz	1,824	1.56	2,845.44
13	8727 Boyle 3 in 1 oil regular, 8 oz	1,260	1.82	2,293.20
14	GE372 GE Silicon bath caulk wh, 3 oz	852	2.31	1,968.12
15	LC130 White Macco acrylic latex caulk	1,098	1.79	1,965.42
16	2061/MK402 1" masking tape	1,944	0.95	1,846.80
17	E702 Borden carpenter wood glue, 16 oz	648	2.70	1,749.60
18	15000 Hyde 20 razor blades	840	2.00	1,680.00
19	409-TTA-90 EZ 9" twin pak covers	1,704	0.98	1,669.92
20	9002 3M 9x11 M Prod sand	1,240	1.24	1,537.60
21	13050 Hyde scraper w/5 blades	1,380	1.07	1,476.60
22	584/PK1/MK-410 Masking tape ¾ x 40	2,592	0.56	1,451.52
23	E561 Borden Wonderbond Plus 100Z	960	1.51	1,449.60
24	01101 Savo pt-rmvr paste strypee	624	2.21	1,379.04
25	391 Boyle 3 in 1 oil regular 3 oz	1,259	1.09	1,372.31
26	GE2567-012 GE Caulk clear, 11 oz	240	5.05	1,212.00
27	0993 3M 9x11 C Prod sand	960	1.24	1,190.40
28	80095 Bondex joint cement premix 5	100	11.71	1,171.00
29	VAP 120/HAB120 Webster 9x12 utility	744	1.52	1,130.88
30	01133 Savo remover nonflam suprstrp	84	13.41	1,126.44
31	9005 3M 9x11 asst prod sand 5 pk	880	1.24	1,091.20
32	51082 Bondex spackling paste	6.48	1.68	1,088.64
33	2061/MK401 ¾ x 60 masking tape	1,584	0.67	1,061.28
34	8597 Boyle plastic wood, 1 lb	348	2.91	1,012.68
35	51084 Bondex spackling paste qt	372	2.67	993.24

Source: Stem Distributing, Maple Heights, Ohio. Figures cover January 1982.

Paint Sundries Do Very Well; Trade-up Noted

The paint sundries category continues to do "very well," making it a "good, solid area the year round," according to Steve Plecko, buyer, Stem Distributing, Maple Heights, Ohio.

PMA PRODUCT MOVEMENT AUDIT

While the entire category doesn't begin to occupy hardware buyers' minds until the weather allows for outside painting, orders are still being filled for the highly promotional area of application rollers and the smaller-width brushes for inside painting.

Reflecting the trend toward inside painting at this time of year, Stem's latest ranking of top dollar movers lists four- and three-piece brush sets in eighth and 10th place, respectively.

Although the majority of inside painting is done before the spring fix-up season, some orders are written in the fall. "There is some indoor business after Labor Day, primarily people who put off doing a chore until it can no longer wait," said Plecko.

Keeping Pace

Led by the new convenience items such as aerosol caulkers and foam insulation, the first quarter resulted in sales "as good as, and possibly better than, the similar period of a year ago. The only reason I'm being cautiously optimistic rather than coming right out and say we'll do better is the state of the economy," explained the buyer.

Two items that did not appear on the list but are future members of the top dollar movers club are E-Z's caulker and the manufacturer's "Touch-N-Foam," both of whose initial sales have been "very encouraging," according to Plecko. The distributor began carrying the items in early 1981.

As in many other hardware areas, there is a trend toward higher-priced, better-quality merchandise in the paint sundry category, Plecko noted. Newer, stronger bonding adhesive compounds with silicone and acrylic bases have driven retail prices higher without a decrease in unit sales. "People are buying the so-called 'super' glues in greater quantities because they last longer. As a result the customer doesn't have to do the job as often," declared Plecko.

As for the Black & Decker category, there was some significant listing changes to go along with a new product introduction and ad campaign.

For the first time in recent memory the #9330 Dustbuster did not occupy the top spot, dropping to third place with 540 units moved and a total dollar movement of $16,389, a decrease of over $75,000. The decrease can be partly attributed to the traditional post-Christmas sales lag, especially for the gift-related item.

Nevertheless, Stem's power tool merchandise manager Ray Fondran was amazed at the Dustbuster's continued strong PMA showings: "I can't imagine where all those Dustbusters are going."

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HEALTH & BEAUTY AIDS

One Maker Dominates Diet Control

Among its four brand names—Dexatrim, Control, Appedrine and Prolamine—it is obvious that Thompson Medical's diet control products dominate the category.

PMA PRODUCT MOVEMENT AUDIT

In this Product Movement Audit, supplied by Boston Distributors for the Feb. 2, 1981, through Jan. 2, 1982, period, the Thompson brands represented eight of the top 15 diet products.

Another Thompson product that has yet to have a full year on the shelves, and did not make the top 15, is moving up rapidly in sales. It is Dexatrim, Extra Strength, Caffeine Free.

With this relatively recent entry, Thompson combined the caffeine-free feature of its Control and the extra-strength feature of its top-selling Dexatrim. The combination provided the company with another best-seller.

Boston's vice president of merchandising indicated that diet product sales have been on the rise among discount operations even though they have been reluctant to promote the category.

But, Sweet 'N Low, an item which customers purchase more frequently, has been a strong-pulling promotional item. In Sweet 'N Low, packettes of 100's and 500's took the fourth and fifth ranking on the PMA. The packette of 250, which didn't make the PMA, has been an outstanding promotional size. The 250's hit a price point attractive to customers and is a size offering discounters a higher-gross margin than the 100's and 500's.

In the vitamin category, two trends emerged during 1981. One was the soaring sales in stress vitamins; the other was the emerging strength of natural vitamins, those produced with no sugar, preservatives or added color.

Within the vitamin category, exclusive of Boston's Rexall program, Lederle's Centrum went straight to the top of the list during 1981.

Between its Centrum and Stresstabs, Lederle led the field in the area of stress vitamins.

This year, however, Lederle is slated to have stronger competition in stress vitamins with the recent introduction of One A Day's Stressguard.

Within the Rexall vitamin program, vitamins E and C dominated the movement audit. But, the appearance of Natural Vitamin E on the PMA for the first time was, according to Boston, a signal that more natural vitamins will be rising to the top 15.

In fact, Boston's merchandiser believes that discounters can do more to grab a larger market share of the rapidly growing area of natural vitamins and health foods.

Toward that end, Boston is testing a new 4-ft. section containing an assortment of natural vitamins, snacks and teas in discount chains beginning this month. The test stores are located in higher-income areas and some college-town markets.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	DIET PRODUCTS			
1	Dexatrim extra strength capsules 20's	36,348	3.38	122,856
2	Dexatrim extra strength capsules 40's	11,388	5.71	65,025
3	Dexatrim capsules 28's	18,048	3.58	64,612
4	Sweet N Low packettes 100's	34,272	1.17	40,098
5	Sweet N Low packettes 50's	8,382	4.77	39,982
6	Control capsules 14's	17,340	2.09	36,241
7	Control capsules 28's	9,948	3.36	33,425
8	Dexatrim capsules 56's	5,550	5.86	32,523
9	Dietac capsules 14's	12,174	2.47	30,070
10	Appedrine tablets 30's	11,304	2.51	28,373
11	Permathene 12 capsules 24's	9,372	2.96	27,741
12	Prolamine super strength tablets 20's	10,536	2.51	26,445
13	Dietax maximum strength capsules 20 count	8,196	3.00	24,588
14	Dietac capsules 28's	5,502	4.05	22,283
15	Permathene capsules 48's	4,236	4.52	19,147
	COLD PRODUCTS			
1	Nyquil nightime medicine 10 oz	37,278	3.99	148,739
2	Contac capsules 10's	60,612	1.69	102,434
3	Blistex lip care center 2080A	191,808	0.49	93,986
4	Nyquil nightime medicine 6 oz	36,564	2.49	91,044
5	Halls mentholyptus bags 30's	115,032	0.79	90,875
6	Contac capsules 20's	28,944	2.99	86,543
7	Dristan tablets 50's	21,504	3.57	76,769
8	Afrin spray 15 CC	39,420	1.93	76,081
9	Halls honey-lemon bags 30's	85,608	0.79	67,630
10	Halls cherry bags 30's	81,192	0.79	64,142
11	Primatine mist refill 15 CC	14,520	4.39	63,743
12	Dristan tablets 100's	10,230	5.99	61,278
13	Comtrex cold tablets 50's	16,392	3.67	60,159
14	Vicks Formula 44D cough syrup 6 oz	16,188	3.61	58,439
15	Vicks Formula 44 cough syrup 6 oz	16,560	3.15	52,164

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	VITAMINS			
1	Centrum vitamins bonus 130's	19,086	8.47	161,658
2	Theragran M tablets 130's	10,336	7.91	81,758
3	One A Day with iron 100's	11,244	4.43	49,811
4	Flintstones with iron 100's	10,542	4.39	46,279
5	Stresstabs with iron 60's	7,532	5.85	44,062
6	Geritol tablets 40's	10,122	3.61	36,540
7	Poly Vi Sol Drops 50 CC	7,138	4.62	32,978
8	Geritol Tablets 100's	4,584	6.87	31,492
9	Stresstabs with zinc 60's	4,806	6.34	30,470
10	Tri Vi Sol drops 50 CC	7,080	4.20	29,736
11	Stresstabs 60's	5,188	5.42	28,119
12	One A Day multiple vitamins 100's	7,308	3.82	27,917
13	Flintstones vitamins regular 100's	7,032	3.97	27,917
14	Allbee with C 800 plus iron 60's	4,285	6.30	26,996
15	Myadec capsules 130's	2,561	10.05	25,738
	REXALL VITAMINS			
1	Vitamin E 400 IU 100's	19,054	2.97	56,590
2	Vitamin C 500 MG 100's	32,679	1.55	50,652
3	Vitamin E 1000 IU 50's	4,151	5.22	21,668
4	Vitamin C 1000 MG 100's	5,066	3.77	19,099
5	Stress formula plus iron 60's	5,131	3.63	18,626
6	Vitamin C 500 MG 250's	3,710	4.75	17,623
7	Natural vitamin E 1000 IU 50's	1,627	10.66	17,344
8	One daily tablet with iron 100's	9,369	1.81	16,958
9	Super plenamins 100 + 30 free	2,707	5.52	14,943
10	One tablet daily plus minerals 100's	4,876	2.96	14,433
11	Natural vitamin E 400 IU 100's	1,763	7.76	13,681
12	Vitamin E 400 IU 250's	1,313	10.30	13,524
13	Vitamin E 200 IU 100's	4,794	2.58	12,369
14	One tablet daily 100's	7,033	1.72	12,097
15	Vitamin B & C capsules 100's	3,176	3.79	12,037

Source: Boston Distributors, Maple Heights, Ohio. Feb. 1, '81 to Jan. 2, '82.

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HOUSEWARES

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	PLASTICS			
1	60061 Cadence Stemtrak clear acrylic	2,050	5.85	11,992.50
2	8817 Frigidaire ice tray 16 cube	3,158	1.97	6,240.96
3	BCR76 Deka crayon mug w/display	3,165	1.97	6,235.05
4	Frigidaire party ice tray 40 cube	2,928	1.97	5,768.16
5	158 Freezette uprite cont 1 gal	1,728	2.51	4,337.28
6	1156 Freezette uprite set (3) 1 qt	1,380	2.96	4,084.80
7	5504 Freezette refrig bottle 1 gal	1,488	2.69	4,002.72
8	164 Freezette flat 3.5 qt	1,380	2.69	3,712.20
9	155 Freezette uprite set (4) 1.5 qt	1,032	2.96	3,054.72
10	139 Freezette larg flat 9.5 qt	454	6.29	2,855.66
11	154 Freezette uprite set (5) 1 pt	900	2.96	2,664.00
12	D.A.M. 16 spray bottle 1 pt	1,967	1.34	2,635.78
13	612 Freezette II P-Pull smoke sqr ½ ltr	1,248	1.79	2,233.92
14	2757 Eagle juice decanter 2 qt clear	1,200	1.79	2,148.00
15	137 Freezette larg flat 5.5 qt	456	4.49	2,047.44
	CLEANING & CHEMICALS			
1	00272 O-Cedar Angler broom	1,056	6.65	7,022.40
2	00216 O-Cedar Light & Easy sponge mop	828	6.65	5,506.20
3	00261 O-Cedar Light & Easy nylon dust mop	684	6.65	4,548.60
4	4037 C/P Sterno canned heat (3)	1,512	2.51	3,795.12
5	1185 Roll-O-Matic sponge mop	324	10.97	3,554.28
6	7216 O-Cel-O Scrub/Sponge Kitchen	5,040	0.62	3,124.80
7	E-30 Willert Enoz M-Ball 10-oz box	1,704	1.52	2,590.08
8	7 white 16" black dust pan	348	5.93	2,063.64
9	7274 O-Cel-O Sponge hand sz 4pk/bp40	2,304	0.89	2,050.56
10	2-Yd Curity cheese cloth 2-yd pkg	1,878	1.07	2,009.46
11	T-41 Vac bag Hoover Bottomfill (4)	2,064	0.90	1,857.60
12	165 White Wringer bucket 16 qt	34	53.99	1,835.66
13	045 Quickie Automatic sponge mop	246	7.37	1,813.02
14	T-16 F&G Vac bag Eureka uprites (2)	1,980	0.90	1,782.00
15	19-645 Ballonoff copper dustpan	1,032	1.70	1,754.40

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	RUBBERMAID			
1	2865-B Ice cube tray single pk	9,360	0.98	9,172.80
2	2894-C Roughneck round can 32 gal choc	330	25.64	8,461.20
3	2309-AL Slide-out drawer 12" almond	828	10.16	8,412.48
4	2965-C Rect laundry basket choc	1,459	5.75	8,389.25
5	2311-AL Slide-out drawer 16" almond	678	11.06	7,498.68
6	2302-AL Stor turntable 19x21 almond	906	7.37	6,677.22
7	2937-AL Twin turntable almond	1,446	4.31	6,232.26
8	6032-AL Dlx dish drain wire almond	990	6.29	6,227.10
9	2936-AL Single turntable almond	2,466	2.51	6,189.66
10	2965-AL Rect laundry basket almond	1,074	5.75	6,175.50
11	2846-C Larg rect wastebasket choc	1,052	5.75	6,049.00
12	6032-C Dlx dish drain wire choc	960	6.29	6,038.40
13	2845-C Small rect wastebasket choc	1,206	4.76	5,740.56
14	1181-AL Drain tray 15x20 almond	1,326	4.31	5,715.06
15	2300-AL Turntable 15¾" almond	1,014	5.57	5,647.98
	GLASSWARE			
1	2417-26 Jeannette Punch bowl set	2,190	12.60	27,594.00
2	468 Libbey 24 pc bolero gold	1,302	18.45	24,021.90
3	Y420052C Anchor Hocking Forest 24-pc st br	1,418	12.87	18,249.66
4	484 Libbey 12 pc Spirits & Ale set	920	19.80	18,216.00
5	420051C Anchor Hocking Forest 24-pc set crstl	1,405	12.87	18,082.35
6	8007148 Durand 24-pc Lancer bev set	737	21.60	15,919.20
7	515 Libbey Citation 6½ oz tall wine	2,262	6.93	15,675.66
8	771 Libbey 7-oz Margarita glass	7,246	2.07	14,999.22
9	519 Libbey Citation stem goblet	1,788	6.93	12,390.84
10	B031028 Durand 12-pc Diamont stemware set	402	27.00	10,854.00
11	469 Libbey 24-pc Bolero Tawney	579	18.45	10,682.55
12	516 Libbey Citation 6½ oz round wine	1,380	6.93	9,563.40
13	682 Libbey Citation white wine 11 oz	1,349	6.93	9,348.57
14	470 Libbey 24-pc Bolero blue	504	18.45	9,298.80

Source: Bacar, distributor, San Jose, Calif. For Nov. 2 through Dec. 31, 1981.

Glassware Holder King In Plastics

For the selling period covered by this Product Movement Audit, Nov. 2 through Dec. 31, 1981, a new item introduced by Cadence topped the list in the plastics category.

Jerry Falk, executive vice president of Bacar Inc., the San Jose, Calif.-based distributors who supplied the audit, reported Cadence's Stemtrack is a big new item on the West Coast.

The Stemtrack is a clear acrylic glassware holder, a copy of the kind of holder used in bars to house stemware upside down, held at the base. Stemtrack has shown strength among West Coast discounters as a gift item and for home bar use.

The majority of the top sellers in plastics were, however, basic year-round sellers such as the Freezette storage items and Frigidaire ice trays.

But another exception to the appearance of basics on the movement audit, in addition to the Stemtrack, was the Deka Crayon mug which took the third ranking spot and appeared on the audit for the first time.

Although they didn't appear among the top 15 sellers in plastics, Bacar's sales report also showed excellent movement in Deka's Strawberry Shortcake mugs and tumblers. But, the newer Crayon mug came in with higher unit sales than the long-popular Strawberry Shortcake motif.

In cleaning and chemicals, items from O-Cedar captured the top three rankings. In this category's stick goods, O-Cedar is still the name which has the greatest customer recognition on the Coast, according to Falk. But Roll-O-Matic is also building customer recognition with the company's television campaign, and its sponge mop took fifth place.

New among the top sellers in the cleaning category is a high-ticket item, the White Wringer bucket, which took spot No. 12.

From Rubbermaid, several basic items such as the ice tray, Roughneck cans, laundry baskets and dish drainers continued to appear among the top 15 best sellers.

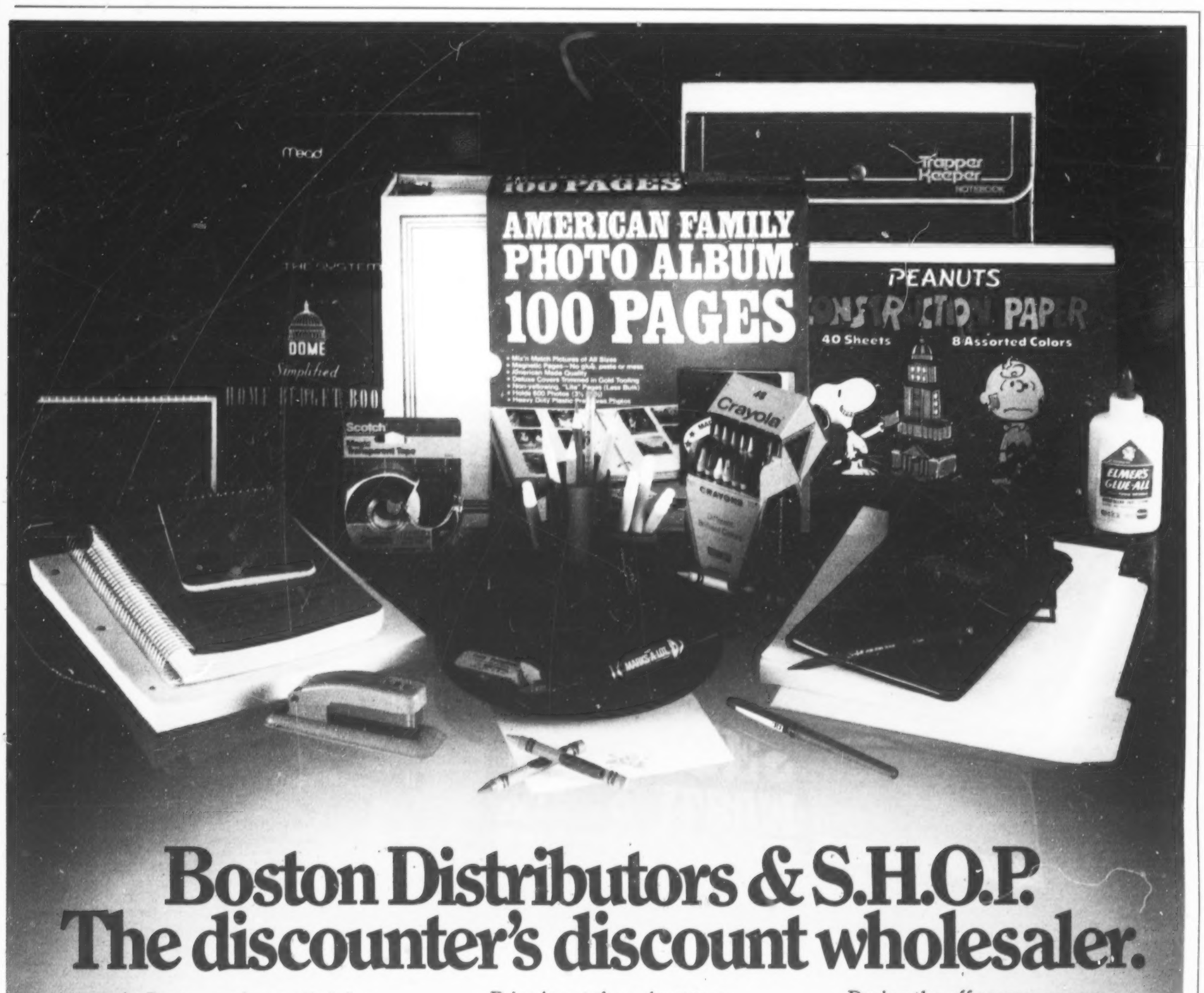
But, this time around, Rubbermaid's slideout drawers and turntables took six spots totally on the audit, reflecting the growing strength in the space-saving and storage segments of the Rubbermaid lines.

Interestingly, the top sellers in all the turntables and slide-out drawers were in almond. Although it didn't make the top 15, the second best-selling color in turntables was gold.

But, no matter the item, Bacar's sales reflect that the top-selling colors from Rubbermaid have been chocolate and almond.

The top item in glassware, the Jeannette Glass punchbowl set, sells year around. But, the unit movement for this period indicates that the big sales come during the holiday selling period.

In second place is the Libbey Bolero 24-piece set in gold.



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We are not the typical jobber of Stationery and Home Office Products. As a matter of fact, we charge considerably less than most wholesalers or rack jobbers. One large chain found that they could buy most of their stationery mix from Boston at a lower cost than they could directly from the manufacturer. That's because at Boston, we net out all discounts, deals, full case, truckload and quantity allowances and work with that *adjusted net price.* In addition, high volume, price sensitive items are sold at no up charge.

Price is not the only reason for you to consider Boston for your stationery needs.

Sophisticated reporting systems continually guide us, and you, in the determination of your product mix. Planograms are set to sales and space allotments are geared to assure maximum G.M.R.O.I. We also blend high volume traffic items with other impulse merchandise to increase the frequency of plus sales. Boston sets departments with store personnel in mind so you have clean departments which facilitate accurate ordering and housekeeping.

Our promotional program is also tops. Back-To-School and Tax Time seasonal presentations afford the best possible products at rock bottom prices.

During the off season, promotional products such as envelopes, erasable pens and tapes are offered at cost, including all deals, warehouse discounts, and ad monies to assure you of hot ad items which draw traffic to this profitable department.

To find out more about Boston Distributors, call Milt Rosenberg, Vice President, Sales collect at 216-663-8252.

BOSTON DISTRIBUTORS

16485 ROCKSIDE ROAD • MAPLE HEIGHTS, OHIO • 44137

A COOK UNITED DISTRIBUTION GROUP COMPANY
• BOSTON DISTRIBUTORS • STEM DISTRIBUTING
• THE MYRON NICKMAN COMPANY
• OSCAR ROBBINS & COMPANY

BACK-TO-SCHOOL

PRODUCT MOVEMENT AUDIT

Stationery Is No. One In Growth

By M. Raymond Prendergast
President,
Boston Distributors

The stationery, school supplies and home office products department was Boston Distributors' No. 1 growth area in 1981, showing a 42% increase over 1980 sales.

This growth may be attributed to the increasing sophistication being addressed to the category by manufacturer and retailer alike.

We have witnessed successful product innovations on the part of the producer, such as the erasable and roller ball pens. Market testing and extensive evaluation techniques are now being employed in fashion merchandise, reducing the retailer's risk while increasing the fashion share of the market.

Of primary importance has been the drastic improvement in packaging of peggable items and flat goods, especially in the home office product section.

Retailers who have remerchandised their departments to take advantage of packaging improvements have been able to increase the impact that a section has on the consumer. Since these categories are highly impulse in nature, sales and the degree of impact are directly proportionate.

The retailer can further increase sales by merchandising high volume traffic products adjacent to supplemental impulse products. An example of this technique is to peg writing instruments over stationery displayed on slanted shelves.

Stationery, which affords our customers their highest margins, was up 55% in 1981, while writing instruments climbed 31.2%.

Year-round print advertising campaigns have given the retailer excellent sales and margin results. Envelopes, tape, glue, crayons, pens, clasp envelopes, file folders and security chests are just a few of the proven items capable of drawing traffic at any time of year, helping to increase turns and overall store profits.

Back-To-School displays and promotions continue to represent the strongest sales base of the department. Loose leaf paper and wirebounds led all other subcategories in sales, with 200-count filler paper as the leading draw item.

A gradual switch from filler to wirebounds is taking place, however, as filler accounted for 38.3% of category sales for Boston Distributors in 1981 as compared to 45% in 1980.

(Continued on page 37)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
OFFICE SUPPLIES					
1	1	Steno book white 80 count	50,376	0.79	39,797
2	13	Index cards ruled 100 3 x 5 40153	25,430	0.79	20,090
3	7	Tele address book 80011	4,080	4.50	18,360
4	15	Desk pad month 22 x 17	2,240	7.16	16,038
5	12	Tele address book 80201	3,636	4.05	14,726
6	6	Legal pad 14-in 50 count 59-6656	13,752	1.04	14,302
7	4	Legal pad 11-in 50 count 59-6226	15,048	0.95	14,296
8	2	Desk pad weekly 22 x 17 58-3040	1,760	7.16	12,602
9	2	File folders ⅓ cut 12 35102	10,189	1.22	12,431
10	5	Dome weekly bookkeeping record 600	1,920	6.26	12,019
11	20	Desk pad plain 22 x 17 58-3010	1,640	7.16	11,742
12	3	File fldr systm assrtd hngng 40129	924	12.07	11,153
13	48	Desk pad quad 22 x 17 58-3020	1,460	7.16	10,454
14	14	Clip-folio 8½ x 11 91106	2,592	3.77	9,772
15	New	Rollodex telephone index AB100	2,154	4.46	9,607
WRITING INSTRUMENTS AND ACCESSORIES					
1	2	Empire pencils 10 pack 1038	236,496	0.79	186,832
2	1	Papermate Erasemate pen 38004	105,800	1.29	136,482
3	New	98 Erasemate 2 dispos pen 39104	118,212	0.79	93,387
4	New	NFL 14-count pencil display 13705	40,176	1.79	71,915
5	New	Scripto Erasable 3-pack display C449	67,920	0.99	67,241
6	8	Bic 3-piece school special S69	90,058	0.69	62,140
7	3	Bic pens 10-pack S2505	62,673	0.99	62,046
8	4	Scripto Erasable disposable pen T509	71,532	0.79	56,510
9	9	Parker Jotter ball pen 3023	8,280	4.05	33,534
10	12	Bic four color pen MF198	18,144	1.79	32,478
11	New	Venus 10-pack #2 pencils 13649	33,876	0.79	26,762
12	New	Scripto refillable erasable pen	20,016	1.29	25,821
13	17	Papermate power point 295 slim 14164	6,072	3.56	21,616
14	16	Carter Marks-A-Lot black 17888	35,028	0.59	20,667
15	19	Magic Marker lqd crayns brd 1549	15,684	1.19	18,664

Source: Boston Distributors, Maple Heights, Ohio. For '81 vs. '80.

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
BINDERS AND PORTFOLIOS					
1	1	Trapper Keeper binder 29096	32,880	6.29	206,815
2	3	Data Center binder 29300	25,416	6.29	159,867
3	2	Organizer binder 29400	18,996	6.29	119,485
4	New	Mead Flex 3 notebook with pad pk	18,240	6.29	114,730
5	4	Duotang report cover 2 pocket 54128	81,600	0.53	43,248
6	7	Binder canvas clip 3RG	12,420	3.11	38,626
7	14	Critter Sitter portfolio 33298	72,528	0.50	36,264
8	15	Trapper Portfolios 2 pocket	72,144	0.44	31,743
9	5	Scholar set filled binder 29610	4,788	6.29	30,117
10	8	Portfolios 2 pocket 5 pack	18,024	1.58	28,478
11	11	Brief folder 5 pack	16,152	1.58	25,520
12	19	Peanuts portfolio 1829	40,416	0.62	25,058
13	12	Portfolios fashion 33272	55,536	0.44	24,436
14	—	Duotang report cover 2 pocket 50125	70,275	0.32	22,488
15	13	Classmate portfolio 8 pocket 33534	12,936	1.67	21,603
LOOSE LEAF PAPER					
1	1	Filler paper wide margin 200 count	804,696	0.99	796,649
2	2	Filler paper narrow margin 200 count	368,688	0.99	365,001
3	3	Mead spiral notebook 70 count	363,384	0.79	287,073
4	4	Mead theme 5 subject 200 count	52,284	1.99	104,045
5	6	Mead theme 3 subject 120 count	69,744	1.49	103,919
6	New	Mead Varsity notebook 100 cnt 65005	50,760	1.69	85,784
7	7	Union Camp spiral notebook 100 count	33,768	1.69	57,068
8	8	Mead theme 5 sbjct cllge rle 200 cnt	16,548	2.99	49,479
9	21	Peanuts construction paper 1821	20,856	1.74	36,289
10	22	Mead construction paper assorted	31,464	1.13	35,554
11	13	Theme bk 4 sbjct 6 pckt 120 6771	10,800	3.23	34,884
12	New	Top Flight theme book 150 count 6½x9	14,196	2.16	30,663
13	15	Critter Sitter 70 count notebook 53420	22,080	1.22	26,938
14	—	Mead spiral notebook 40 count	36,624	0.69	25,271
15	14	Stuart Hall theme book 108 count	13,896	1.76	24,457

(Continued on page 37)

INCREASE YOUR PROFITS.

The No nonsense® profit margin is higher than other major nationally-advertised hosiery brands.

But if you have 4 feet or less of No nonsense® shelf space, you're not taking full advantage of all the profit available to you. You can *increase* your profits simply by increasing your display to 6 or 8 feet. And *now* is the best time ever to expand.

Independent Marketing Research Offers Proof:

- Hosiery sales are up 20% in dozens and 53% in dollars in Food and Drug outlets during the past five years.
- Growing consumer demand has increased the unit share of Premium and specialty styles by 97% over the past five years.
- Since 1976, No nonsense® has grown five times faster in dozens than the total hosiery category ... nearly three times faster than the other leading brand.

BACK-TO-SCHOOL

Waterfalls of western-style shirts hang near jerseys in the boys' department at Fishers Big Wheel, New Philadelphia, Ohio. *(DSN photo)*

(Continued from page 36)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
FILES AND DESK ACCESSORIES					
1	1	Ballonoff file cabinet 2 drawer 182WB	927	51.29	47,546
2	2	Ballonoff file cabinet 4 drawer 184WB	503	68.39	34,400
3	6	Ballonoff security chest 01385	1,343	17.96	24,120
4	5	Ballonoff porta file 02612	3,452	6.53	22,542
5	4	Rockaway cash box H260	1,677	11.48	19,252
6	15	Sterling Step By Step Rack 331	2,896	6.26	18,129
7	New	Tuf-File 10002	491	31.49	15,462
8	14	Desk tray (with cutout) 282	4,263	3.23	13,769
9	19	Rockaway personal file 610A	1,010	13.37	13,504
10	3	Ballonoff security chest 1387	608	21.29	12,944
11	13	Ballonoff security chest 1383	746	17.06	12,727
12	7	Ballonoff porta check file plastic 2499	3,070	4.13	12,679
13	9	Rockaway check file H280	1,221	9.98	12,186
14	8	Rockaway security chest H300	723	16.19	11,705
15	10	Ballonoff porta giant file 1912	1,429	7.82	11,175
TYPING SUPPLIES					
1	1	Stuart Hall typing paper 200 count	70,404	1.59	111,942
2	2	Liquid correct fluid white 564c	19,032	1.25	23,790
3	3	Mead erasable-type tablet 40 count	14,988	1.13	16,936
4	5	Mead add calculator rolls 65126	9,216	1.43	13,179
5	9	Stuart Hall typine paper 100 count	8,928	1.43	12,767
6	8	Mead typing tablet 40 count	14,772	0.86	12,704
7	6	Eaton type pocket Corrasable 16 lb	4,920	2.48	12,202
8	11	Eaton type tablet Corrasable 34416	6,288	1.80	11,318
9	10	Liquid Paper typwrtr rbbn unvrsl 24004	5,784	1.44	8,329
10	7	Carter expert corrector tape 65058	3,018	2.25	6,791
11	New	Carter expert corrector tabs 65059	4,380	1.13	4,949
12	12	Onionskin paper 30 count	4,020	1.13	4,543
13	New	Liquid Paper calculator ribbon 15	2,028	2.03	4,117
14	4	Carter carbon paper 65200	4,428	0.57	2,524
15	New	Mead carbon paper poly wrap 40114	2,592	0.88	2,281

(Continued on page 44)

PMA®

PRODUCT MOVEMENT AUDIT

Growth Area

(Continued from page 36)

Strong promotions of 70-count, 120-count/three-subject and 200-count/five-subject notebooks pulled business away in the precollege segment while 100-count, 200-count/five-subject and 6½-in. x 9-in./150-count dominated the college segment.

Fashion increased its share of the wirebound market with Critter Sitter and Dukes of Hazard showing the largest gains.

The Peanuts line promises to maintain its strength in the children's segment in 1982 despite the threat from Critter Sitter and Mead's new entry, Garfield. Union Camp's Atari line also promises to take some of the 1982 business away from traditional wirebounds.

Erasable pens maintained their dominance of the writing instrument category with a 24% share of this market.

Erasemate lost its No. 1 ranking to Empire 10-pack pencils as a flood of new entries from Scripto and Papermate deluded sku sales. Erasemate's disposable pen skyrocketed into third position while Scripto placed three erasable put-ups on our top 15 listing.

Ten-pack pens, although an excellent Back-To-School promotion, were the big loser, falling from third to seventh spot.

Bic plans to regain lost sales by introducing a new low-end 10-pack in 1982 called Biro. An attractive package at an excellent price point should make Biro a winner next season.

High-count pens and pencils, along with the erasables, may also be successfully featured in home office product promotions to afford additional traffic into this section.

Cross-merchandising of business envelopes has also been a successful means of drawing traffic to the aisle as mass merchandisers continue to make advances in the office supply-related business.

High-count file folders, clasp envelopes, steno books and office quality typing paper should be featured in promotions on a year-round basis.

The office supply PMA was again led by the 80-count steno book followed by 3 x 5 index cards. Sheaffer Eaton's Tele-Address Book rose from the seventh spot last year to take the third ranking in 1981. Monthly desk pads rose from position 15 to fourth place while the small Tele-Address Book rose to the fifth position.

The typing supply PMA, up 43.5%, was dominated by 200-count typing paper, which captured 35% of category sales. Liquid paper landed in the second ranking while correction tape and the new correction tabs took the tenth and eleventh spots, respectively.

Files and desk accessories were led by two-drawer files followed by the four-drawer put up. The midsize security chest from Ballonoff replaced the high-end edition in third place while the plastic porta file rose to fourth.

BY EXPANDING YOUR DISPLAY!

- And not only is No nonsense® more profitable than other *pantyhose* brands, it's also more profitable than many other *product categories*, like dry pet food, laundry items and sanitary products.

So, why not make a profitable display even *more* profitable? A little more No nonsense® space on your *floor* can mean a lot more profit in your *pocket*!

No nonsense

TELL ME MORE.

Send to: Joe Downey
No Nonsense Fashions, Inc.
P.O. Box 77057
Greensboro, North Carolina 27407

Name

Title

Store Company

Address

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LOOK WHO
WE'VE HIRED
TO HELP
YOU MAKE
MORE MONEY.

Garfield

The new super salesman in the neighborhood. Now being featured in over 800 newspapers. Display him in your stationery department and at your check-out counters ... you'll be delighted with the results.

Empire products are advertised, full color, in Good Housekeeping, Family Circle, Woman's Day and Parents.

EMPIRE PENCIL CORPORATION
SHELBYVILLE, TENN. 37160

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BACK-TO-SCHOOL

(Continued from page 37)

Curr. $ Rank	Prev. $ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
		STATIONERY AND NOTES			
1	1	Envelope 6¾ 75-2100 100 count	155,880	0.79	123,145
2	2	Envelope legal 75-2300 50 count	128,928	0.79	101,853
3	5	Tablet ruled 70-4600 100 count	34,008	0.95	32,308
4	7	Tablet plain 70-4602 100 count	23,268	0.95	22,105
5	3	Envelope security 75-2160 80 count	24,600	0.79	19,434
6	4	Envelope security 10 75-2170 40 count	20,112	0.79	15,888
7	6	Envelope press seal 75-2150 40 count	10,416	1.16	12,083
8	13	Stationery boxed 90 sheet	3,216	2.96	9,519
9	15	Notes dec assorted 88046	7,728	1.22	9,428
10	39	Palette letters tablet 79604	5,940	1.25	7,425
11	9	Only-A-Rose tablet 70530	7,716	0.95	7,330
12	20	Favorite tablet 36 count	7,152	0.95	6,794
13	23	Tablet ruled 5 x 8 60 count	9,732	0.68	6,618
14	19	Box Mountains of Letters 87014	3,240	2.03	6,577
15	11	Box-tea roses assorted 88008	3,024	2.03	6,139
		MISCELLANEOUS SCHOOL SUPPLIES			
1	11	Borden Elmers school glue 4 oz E304	66,312	0.93	61,670
2	New	Alco School Bus Merchandiser 115	12,624	4.49	56,682
3	2	Crayola crayons 64 count 64D	18,018	2.69	48,468
4	New	Alco tote display with free tote 334	10,464	4.49	46,983
5	1	Binney & Smith Crayola crayons 24	36,780	1.19	43,768
6	New	Scotch transparent tp 104-105 X812R	54,720	0.79	43,229
7	3	Binney & Smith Crayola crayons 48	19,728	2.15	42,415
8	8	Scotch utility tape ½ x 800 RK2	56,904	0.69	39,264
9	9	Scotch Magic Tape ½ x 450 104	47,640	0.79	37,636
10	New	Scotch Magic Deal 104-105 B814R	45,504	0.79	35,948
11	16	Borden Elmers schl glue E301 1¼ oz	65,556	0.51	33,434
12	10	Scotch Magic Tape ¾ x 300 105	38,640	0.79	30,526
13	13	Krazy Glue 200BX	14,720	1.78	26,202
14	5	Binney & Smith Crayola crayons 16	28,812	0.83	23,914
15	6	Swingline Tot Stapler with 1000 staples	13,716	1.70	23,317

Licenses Advance

Sales of licensed products hit $13.7 billion in 1981, a 38% increase from 1980, and toys and games were almost 25% of that total.

This, according to *The Licensing Letter*, means that licensed products earned royalties of $734 million for licensing agents and agencies, which expect volume to increase another 35% in 1982.

Volume in licensed products has already more than doubled in the past five years. In 1981, the most popular licenses nationally were the National Football League, Strawberry Shortcake and The Dukes of Hazzard.

Apparel and accessories accounted for almost one-third of total licensed sales, as the largest volume area in licensing. This was followed by toys and games at 25%; publishing & stationery, 17%; gifts and novelties, 10%; housewares and home furnishings, 8%, and sporting goods accounted for 5% of total licensed sales.

Rapid growth in home video products are expected to add to licensed product volume.

Discounters have already noted that several toy categories have become more dependent on licensed products.

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A REAL YOYO
IT PAYS TO HAVE
A FAMOUS NAME

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